

# TSAP

## Trade Show Assistance Program



### Description

The Trade Show Assistance Program (TSAP) provides financial assistance for small Indiana businesses to participate in international trade shows. TSAP is designed to promote Indiana exports by encouraging companies to explore otherwise out-of-reach overseas markets and build foreign relationships.

This program provides funding to small businesses for exhibition and rental fees in trade shows outside the state of Indiana as by I.C. 5-28-14.

### Calculation of Award/Amount

Companies can receive up to \$5,000, or 100 percent of exhibit space rental fees, whichever is less, once per fiscal year. The State Fiscal Year runs from July 1 through June 30. Funding for trade shows is limited to one (1) show per company per fiscal year.

While companies may not use TSAP funding to attend the same trade show for two consecutive years, they may apply for funding to attend a different show in the same market. Full stay at the show is required and companies may not exhibit by catalog only.

### REQUIREMENTS:

Applicants interested in the Trade Show Assistance Program must:

Promote the company's products at an applicable trade show according to IC 5-28-14-4. These include shows located in or outside the United States and recommended by the U.S. Department of Commerce Foreign Commercial Service, U.S. Department of Agriculture or the Foreign Agriculture Service;

Have an official company representative attend the show;

Provide market research for the applicable market;

Exhibit all days of show.

### ELIGIBILITY:

Applicants interested in the Trade Show Assistance Program must demonstrate that their company meets the following criteria:

- The company is a manufacturing concern with worldwide employment of 500 employees or less within the preceding 12 months
- The company is located in Indiana
- The company manufactures at least 51 percent of its product in Indiana

### Eligible Expenses

Expenses eligible for reimbursement under the Trade Show Assistance Program include:

- Exhibit space rental fees:
  - Floor space, walls, table, chairs, carpet

### PREQUALIFICATION:

Firms must be prequalified with the IEDC in order to receive reimbursement. To prequalify, companies must:

Apply at least 3 months before the trade show;

Conduct market research to determine the presence and extent of overseas markets for their products;

Submit to the IEDC a prequalification application;

Agree to provide the IEDC with a post show evaluation, as well as 6-month follow-up reports.

For more information and to download an application, please visit [AccelerateIndiana.com](http://AccelerateIndiana.com).

